Introduction

Consumer behavior

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. Buying Behavior is the decision processes and acts of people involved in buying and using products. The consumers" buying behavior has been always a popular marketing topic, extensively studied and debated over the last decades while no contemporary marketing textbook is complete without a chapter dedicated to this subject.

Online buying behavior

Online shopping consumer behavior is also called online buying behavior and internet shopping/ buying behavior. Online buying behavior has direct relationship with these five elements such as e-stores, logistics support, product characteristics, websites' technological characteristics, information characteristic and home page presentation. Consumer online buying behavior is very complex, since the purchasing process is conducted in a virtual medium. There are several driving and inhibiting factors which have a dominant influence on buyer decisions to purchase through an online medium.

E-Commerce

Globalization and information technologies (IT) are radically changing the face of business and organization .IT are being adopted and incorporated into nearly all organizations, which have invested heavily in IT infrastructure for the overall success of their business. With the advent of Internet and its commercialization since 1994 a new medium of commerce popularly known as 'E-Commerce (EC)' rapidly emerged in the modern global economy. There is a growing interest in the use of electronic commerce (EC) as a means to perform business transactions. For many businesses, it has become a priority.

E-commerce is generally described as a method of buying and selling products and services electronically. The term also refers to online stock, bond transactions, buying and downloading software without ever going to a store. In addition, e-commerce includes business to business connections that make purchasing easier for big corporations. The main vehicle of ecommerce remains the Internet and the World Wide Web, but uses of e-mail, fax and telephone orders are also prevalent.

E-commerce can be defined as modern business methodology that addresses the needs of the organization, merchants and consumers to cut costs while improving the quality of goods and services and speed of service delivery. Most people think e-commerce means online shopping. But web shopping is only a small part of the picture.

In India, most industries have e-commerce websites such as job sites, matrimonial websites and retail sector. All these sectors have recorded significant growth in the e-commerce business and attracted more customers through efficient advertising and word of mouth, leading to increase in sales and a significant boost in the economy. Comparison shopping is now able to provide customers with the best deals. Any person is now able to access various e-commerce portals at any time, from any place and the system gets an update in real time. Customers are able to save precious time and also do not have to face hassles related to payments.

There are four main categories: B2B, B2C, C2B, and C2C.

- **B2B (Business to Business)** —This kind of e-commerce involves companies doing business with each other, i.e. manufacturers selling to distributors and wholesalers selling to retailers. Eg. Salesforce.com, Taleo.com.
- **B2C (Business to Consumer)** — This kind of e-commerce involves businesses selling to the general public through shopping cart software, without needing any human interaction. Eg Amazon.com
- **C2B (Consumer to Business)** — In this , a consumer would post a project with a set budget online, and companies bid on the project. The consumer reviews the bids and selects the company — Elance is an example of this.
- **C2C (Consumer to Consumer)** —This type of e-commerce is made up of online classifieds or forums where individuals can buy and sell their goods. An example of this would be eBay or etsy.

E-commerce can be divided into 7 subsections:

- E-tailing or "virtual storefronts" on websites with online catalogs, sometimes gathered into a "virtual mall"
- Buying or selling on websites and/or online market place
- The gathering and use of demographic data through web contacts and social media
- Electronic data interchange, the business-to-business exchange of data
- E-mail and fax and their use as media for reaching prospective and established customers (for example, with newsletters)
- Business – to – Business buying and selling
- The security of business transactions

Online Shopping

Online shopping basically refers to buying of goods or services from online shopping websites or online vendors. Access to online shopping has revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Electronic goods and Airline or Railway ticket reservation tend to be the most sought after products bought online. Online shopping is a different experience and one can make the shopping creative over the internet as one gets used to it. Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is the best way to save time and money through purchasing online within their range of budget at home or in anywhere. Online consumers don't have limits to online shopping. They also use internet for comparison of prices of goods and services, news, visit social networks and search information and so on.

Review of Literature

Study Reference	Study objective/ study description	country	Sampling method (SM), sample size(SS), Data source(DS)	Data analysis method	Findings
G.Nagra & R.Gopal (2013)	To identify the impact of Demographic factors (Age, Gender, Education, Income) impacting online shopping behaviour (Possession of internet, Frequency of online purchase, Motivation drives for online purchase) of consumers.	Navi Mumbai, India	• SM: Random Sampling, • SS:70 respondents • DS: combination of Interview method and Questionnaire method	ANOVA	1. In this study researchers have proved that different demographics factors like gender, age & income level does impact possession of internet and frequency of online purchase made by consumers in Navi Mumbai. 2. It also showed that the frequency of online shopping is relatively less in India. This frequency can be raised up by focusing more on female segments as compared to male segment.
S . Shalini, D.Kamalaveni (2013)	1.To explore the demographic and internet usage pattern of online shoppers 2. To identify the impact of demographics in influencing online shoppers. 3 .To access the online shoppers buying	Coimbatore, Tamil Nadu	• SM: Non-random sampling, • SS: 226 respondents • DS: structured questionnaire	Percentage analysis & descriptive statistics	1. Findings of the study have shown that online shoppers are young, highly educated, active, intensive, and expert users of the internet, they have a strong positive perception towards online shopping and generally spend a very low amount on online shopping. 2. There is significant differences in shopping

	behaviour.				behavior based on gender, occupation, and the Internet expertise of the online shoppers.
Mahmud A. Shareef & et.al. , (2013)	To explore the relation between trustworthiness and online buying behaviour.	Ottawa, Canada	• SM: Stratified & random sampling • SS: 1000 consumers • DS: structured questionnaire	Path Analysis	1 . Consumers online buying behaviour depends upon perceived trust worthiness in website. 2 . Fulfillment & perceived security affect the perception of trustworthiness of the consumers in the website.
Md Zuroni, Jusoh Goh Hai Ling, (2012)	To find out relationship between socio-demographic factors (age, income and occupation), pattern of online buying (types of goods, e-commerce experience and hours use on internet) and purchase perception (product perception, customers' service and consumers' risk) and consumers' attitude towards online shopping.	Taman Tawas Permai, Ipoh	• SM: convenience sampling method, • SS: 100 respondents • DS: Structured questionnaire	One-way ANOVA, Pearson's correlation	1. The findings revealed that there is no significant difference in attitude towards online shopping among age group but there is a significant difference in attitude towards online shopping among income group. 2. The research finding also showed that there is no significant difference in attitude towards online shopping among occupation group and types of goods .
C.Kim & et. al., (2012)	To study the impact of system quality (security and accessibility), information quality (variety and currency) &	Korea	• SM: Random sampling method, • SS: 293 respondents • DS: structured	1.Descriptive statistics of respondent demographics.	1.The findings revealed that while system and service qualities are critical factors affecting utilitarian shopping value, information and service

	service quality (quickness and receptiveness) on utilitarian & hedonic shopping values across the gender & different income groups.		questionnaire	2. Factor analysis and internal consistency were also checked to assess the validity of the constructs.	qualities are the factors most closely associated with hedonic (characterized by pleasure) shopping value. 2. The results also showed that the impact of quality factors on Internet shopping values and subsequent repurchase intention differs across the gender & different income groups.
Weng Marc Lim , Ding Hooi Ting, (2012)	To examine how consumers form their attitude and online shopping intention based on the uses and gratifications	Klang Valley, Malaysia	• SM: Systematic sampling, • SS: 300 consumers • DS: structured questionnaire	Descriptive analysis, Factor analysis, Correlation analysis, Multiple regression analysis.	1. Entertainment gratification & Informativeness gratification of online shopping sites positively influence consumers' attitude towards online shopping. 2. Web irritation of online shopping sites negatively influence consumers'attitude towards online shopping. 3.Consumers' attitude towards online shopping positively influence the intention to engage in online shopping again and again.
M.A.Suresh , R.Shashikala ,	To investigate the factors influencing	Bangalore	• SM: convenience sampaling	Reliability Coefficient,	The findings of this study have showed that the ability to

(2011)	customer perceived risk of online shopping in Indian context.		• SS: 90 Respondents, • DS: Personal interviews	Correlation coefficient, Factor Analysis, T test	measure and reduce the perceived risks would take Indian online vendors to a great height in maximizing both customer satisfaction and profits.
Huang Jen-Hung , Yang Yi-Chun, (2010)	To investigate gender differences in adolescents' online shopping motivations based on utilitarian and hedonic motivations.	Taiwan	• SM: convenient sampling • SS: 639 high school students • DS: Structured questionnaire	T- test	The result of this study indicated that male adolescents hold significantly more positive attitudes toward online shopping on utilitarian motivations (for example, convenience, lack of sociality and cost saving) than the female adolescents whereas, female counterparts put more emphasis on hedonic motivations.
Chih-Chien Wang, Chun-An Chen, Jui-Chin Jiang, (2009)	To study the relationship among knowledge & trust in online shopping and the intention to go shopping online.	Taiwan	• SM: Random sampling • SS: 251 Respondents • DS: Questionnaire	Linear regression Structure Equation Model (SEM)	1. It suggested that online retailers should work to increase consumers' trust in online stores to increase their intention to purchase online. 2. Trust is influenced by knowledge about e-commerce to the most along with other factors.
Shergil G S, Chen Z.,(2005)	1.To identify key factors influencing New Zealanders' online shopping purchase behaviour .	New Zealand	• SM: non-probability convenience sampling procedures • SS:102	ANOVA	The buyers have different evaluations of website design and website reliability /fulfillment but similar evaluations of website security/privacy issues, which

	2.To identify whether different categories of online New Zealand buyers; e.g., trial buyers, occasional buyers, frequent buyers and regular buyers; perceive website factors and website elements differently, and whether these perceptions affect buying behavior in different ways.		respondents. • DS: structured questionnaire		implies that security/ privacy issues are important to most online buyers.
Hirst Alan, Ashwin Marie (2008)	To compare attitude of shoppers of two places towards online shopping.	Bangkok and London	• SM:Random sampling • SS: 210 respondents • DS: Questionnaire	Ashwin and Hirst (2007) framework for the management of qualitative data.	1. The study reported that both groups of respondents use the Internet for gathering information and for searching products and services. 2. Among both groups major barriers for positive attitude towards online shopping are privacy of information and credit card security and the inconvenience factor regarding the return of unwanted products are the. 3. In both the countries females in comparison to males showed more concern towards being unable to touch products prior to purchase. 4. Regarding trust in online

					retailers both groups preferred to purchase well known brands. 5. Inspite of such similarities it has been found in study that Bangkok population still prefers to shop on streets shop rather than through online retailers like in London.
Brian J. Corbitt , Theerasak Thanasankit, Han Yi, (2003)	This research studies number of key factors related to trust in the B2C context and proposes a framework based on a series of underpinning relationships among these factors.	New zeland	• SM: Snow-ball sampling • SS: 80 respondents • DS: Questionnaire	Correlation tests	The study showed that the customer's perceived trust is based on their web experience, their perceived risk regarding online transaction, their perceived market orientation, their perception about site quality & their technical trustworthiness.
Schaupp L. Christian, Bélanger France, (2005)	The purpose of this study is to exam the role of several technology, shopping, and product factors on online customer satisfaction.	Wilmington	• SM: Random Sampling • SS:188 young Consumers • DS: Questionnaire	Conjoint Analysis, SPSS 11.5	Results indicate that the three most important attributes to consumers for online satisfaction are privacy (technology factor), merchandising (product factor), and convenience (shopping factor). These are followed by trust, delivery, usability, product customization, product quality, and security.

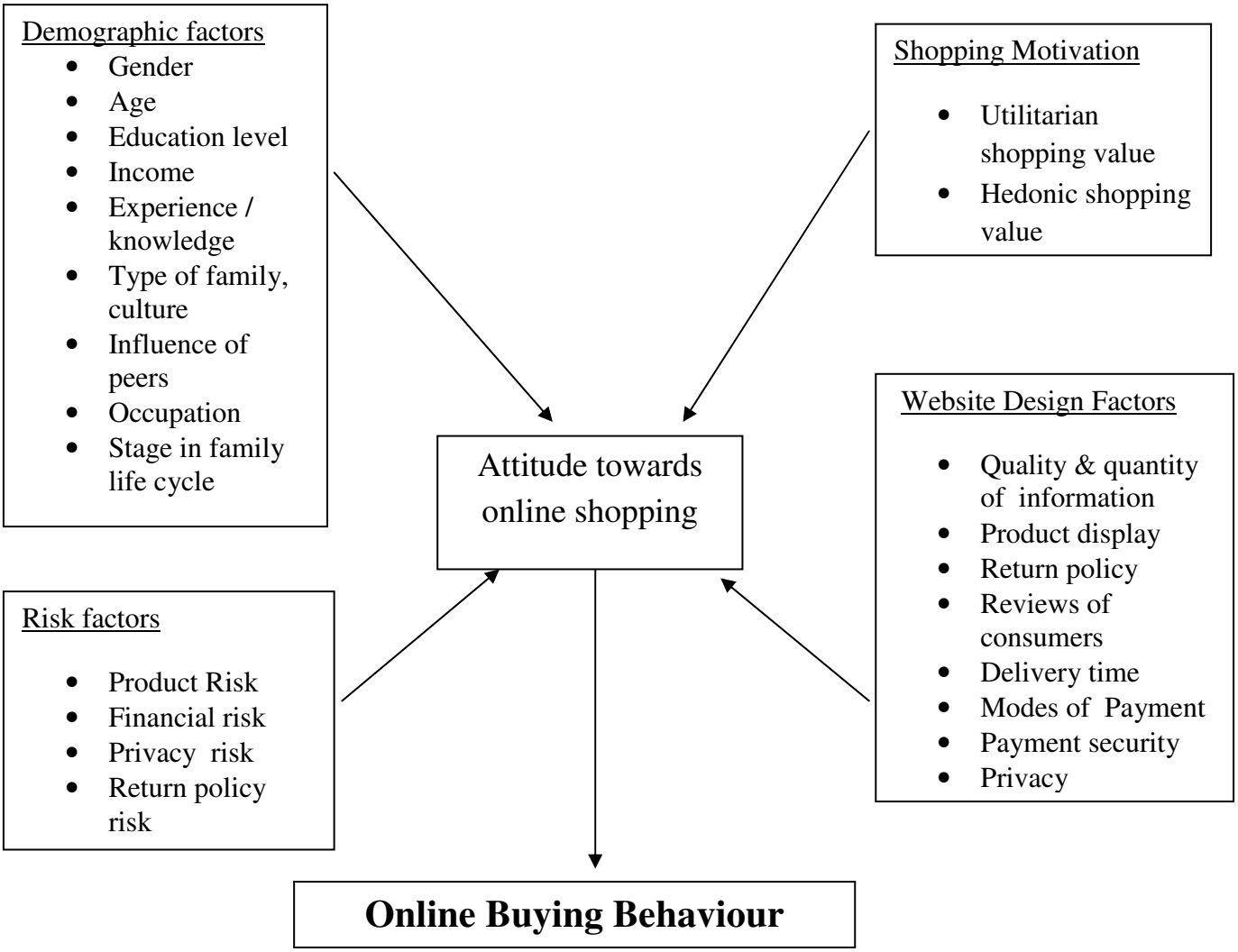
Research Gap Identified

- Most of the studies are conducted either outside India or if in India then in metro cities only.
- Indian studies till now related to online buying behaviour are confined to description of demographic profile of online buyers only.

- Very few researches have studied the impact of demographic factors on attitude towards online buying behaviour that too only impact of gender, which is one among various demographic factors .

- Either the studies are related to risk and online buying behaviour or trust and online buying behaviour or website design and online buying behaviour. None of them studied these factors combinely.
- Most of the researchers have focused only on online buying behaviour of consumers and none of them compared it with offline buying behaviour of consumers.

Research Framework



Motivation/Justification and Relevance

Why to conduct research on online buying behavior?

Due to increasing globalization and rising number of internet users the importance of online business is increasing day by day. Once it was the time when people use to go the market to purchase products but now time has changed .For making a purchase inspite of selecting a market or a shop ,buyers think about which online shopping website is to be visited. The concept of online shopping has started from 1998 and has recently grown with a very fast pace. The research on online consumer behavior is important because it helps to understand when and why consumer prepares themselves for purchasing products from online vendor. Consumer online buying behavior is very complex, since the purchasing process is conducted in a virtual medium. There are several driving and inhibiting factors which have a dominant influence on buyer decisions to purchase through an online medium. All these issues motivated me to conduct research on online buying behavior.

Researches on online buying behavior have been conducted from time to time .On various search engines if we look for researches on online buying behavior, majority of them are conducted outside India and if in India then most of them in metro cities. This fact suggested me to conduct research on online buying behavior in India. Since I am a resident of Rajasthan by birth, due to this reason I have selected Rajasthan as my work place for the research.

Objectives of Study

- To determine the factors affecting the attitude of online buyers of Rajasthan towards online shopping.
- To study the demographic profile of the online buyers and its impact on the online buying behaviour of customers of Rajasthan.
- To critically analyze the constraints involved in flourishing of online shopping businesses in Rajasthan and finally to develop a framework for forecasting the online buying behaviour of customers in Rajasthan.
- To identify ten most popular websites among the online buyers of Rajasthan.

Hypotheses

Hypothesis 1

H_{01}: There is no significant impact of demographic factors under study on the online buying behaviour of customers in Rajasthan.

H_{a1}: There is a significant impact of demographic factors under study on the online buying behaviour of customers in Rajasthan.

Hypothesis 2

H_{02}: There is no significant impact of website related factors under study on the online buying behaviour of customers in Rajasthan.

H_{a2}: There is a significant impact of website related factors under study on the online buying behaviour of customers in Rajasthan.

Hypothesis3

H_{03}: There is no significant impact of risk factors under study on the online buying behaviour of customers in Rajasthan.

H_{a3}: There is a significant impact of risk factors under study on the online buying behaviour of customers in Rajasthan.

Hypothesis 4

H_{04}: There is no significant impact of attitude on online buying behaviour.

Ha_4 : There is a significant impact of attitude on online buying behaviour.

Plan of Work and Methodology

Research Design:

Research refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulation.

Research design is a plan, structure and strategy of investigation conceived so as to obtain answers to research questions. A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

(A) Universe:

The Universe of the study is consists of customers doing internet shopping in Rajasthan state.

(B) Sample:

- Sampling is simply the process of learning about population on the basis of sample drawn from it. There are two types of sampling techniques a) probability sampling b) non probability sampling. Here in this study stratified random sampling method is used to draw the sample.
- The sample unit for this study is online shoppers of selected cities of Rajasthan.
- The information on online buying behavior will be collected from **2600** online buyers from selected cities of Rajasthan.

Table No: 1- Sample Selection						
City	**City Population**	**Child population**	**Literacy rate (%)**	**Population of literates**	**Internet Users(5%* of literate population)**	**Sample Size(1% of internet users)**
Ajmer	542,580	59,437	87.53	422,913	21145	211
Bhilwara	360,009	45,832	84.27	264,762	13283	132
Bikaner	647,804	82,264	79.86	451,663	22583	225
Jaipur	3,073,350	378,788	84.34	2,272,724	113636	1136
Jodhpur	1,033,918	126,543	81.56	740,011	37000	370
Kota	1,001,365	118,139	83.65	738,795	36939	369
Udaipur	451,735	47,352	90.66	366,598	18330	183
Total Sample Size						**2626 ≈ 2600**

Source: www.census2011.co.in/census

* As per Internet Live Stats(2012) the average percentage of internet users in India is 7.1 %.Looking into the literacy rate of 66% in Rajasthan which is less than the average literacy rate of India (74.04%),the average percentage of internet users in Rajasthan has been taken as 5% of the literate population for the purpose of this research.

(C) Data Collection

Both primary and secondary sources will be used to collect the data. Primary data will be collected by means of questionnaire (Appendix-A) filled by respondents to obtain information on online buying behaviour.

Secondary data related to study will be collected on online buying behaviour through different websites, journals, books, magazines etc.

(D) Tools for Analysis

- Descriptive statistical tools like Arithmetic Mean, Standard Deviation, Coefficient of Variation, Kurtosis, Skewness will be used to study the nature of data collected.
- Factor Analysis will be used to categorize the variables into factors affecting the online buying attitude of respondents.

- Regression Analysis will be used to develop a framework and forecasting the online shopping attitude and behaviour of customers.

Limitations of the Study

- The sample taken for the study will be restricted to selected cities of Rajasthan.
- Bias of the respondents may effects the results of the study.
- Unwillingness to provide responses of respondents may effects the results of the study.

Chapterization Plan

Chapter 1: Introduction

This chapter will provide an in depth introduction of the main area of interest of this study i.e. buying behaviour. Besides buying behaviour, it will also throw light on the concept of e-commerce and its present scenario. Since the study will be conducted into different cities of Rajasthan so it will also involves in detail description of all those cities. The entire chapter will be subdivided into following subsections-

1.1 Buying Behaviour

1.2 E- Commerce

1.3 Introduction of cities under study

Chapter 2: Research Methodology

The chapter of research methodology in a thesis explains how the entire research has been conducted. With this motive this chapter in thesis will provide in detail explanation of research design, literature review, sample design, etc. The entire chapter will be subdivided into following subsections-

2.1 Introduction to Research Methodology and Research Design

2.2 Review of Literature

2.3 Need of Study

2.4 Objectives of the Study

2.5 Hypotheses

2.6 Sampling and Data Collection Methods

2.7 Statistical Tools for Hypothesis Testing

Chapter 3: Data Analysis and Interpretation

This chapter will provide an in detail description of how data which will be collected from primary and secondary sources will be analysed. Along with this in this chapter itself various statistical tools will be applied to test hypotheses for their acceptance or rejection.

Chapter 4: Findings, Conclusion & Suggestions

In this chapter conclusion of the entire research work will given based on findings of data analysis and interpretation.Also suggestions will be provided for betterment of online shopping business in Rajasthan.

Chapter 5: Limitations of Research and Scope of Future Study

This chapter will explain the limitations that will be faced during data collection and analysis of data. This chapter will also provide indication about researches related to online buying behaviour and related issues to be conducted in future time period.

References, Bibliography& Weliography

Appendix-Questionnaire

References

.

Awais M., Samin T., (2012) "Advanced SWOT Analysis of E-Commerce", *International Journal of Computer Science* , 9 (2), 569-575.

Chih ,C. W., Chun A. C., Jui-C. J., (2009), "The Impact of Knowledge and Trust on E-Consumers' Online Shopping Activities: An Empirical Study", *Journal of Computers*,4(1), retrieved on November11, 2013 from website www.academypublisher.com/jcp/vol04/no01/jcp0401011018.pdf.

Corbitt B. J. , Thanasankit T., Yi H, (2003), "Trust and e-commerce: a study of consumer perceptions , *Electronic Commerce Research and Applications*, 2(3), retrieved on November 13, 2013 from website www.elsevier.com/ locate / ecra.

Dwivedi M., Kumawat M., Verma S., (2012) "On-Line Retailing In India: Opportunities And Challenges", *I.J.E.M.S*., 3(3), 336-338.

Hirst A., Ashwin M., (2008), "A Cross Cultural Study of Online Shoppers in London and Bangkok", *Journal of Retail Marketing Management Research*, 1(2) ,30-43.

Huang Jen-Hung and Yang Yi-Chun,(2010), "Gender differences in adolescents' online shopping Motivations, *African Journal of Business Management* , 4(6), 849-857.

Kim C., Galliers R. D., Shin N., Joo-Han Ryoo, Jongheon K., (2012), " Factors influencing Internet shopping value and customer repurchase intention", *Electronic Commerce Research & Applications*, retrieved on November 1,2013 from website www.elsevier.com/locate/ecra

Nagra G., Gopal, R., (2013) , "An study of Factors Affecting on Online Shopping Behavior of Consumers", *International Journal of Scientific and Research Publications*, 3,(6), 1-4.

Schaupp L. C., Bélanger F., (2005), "A Conjoint analysis of Online Consumer Satisfaction, *Journal of Electronic Commerce Research*, 6(2), retrieved on November 14,2013 from website w ww.csulb.edu/web/journals/jecr/issues/20052/paper2.pdf.

Shalini S., Kamalaveni D., (2013), "Online Buying Behaviour of Netizens: A Study with Reference to Coimbatore,Tamil Nadu, *Indian Journal of Marketing*, 43, (8), 35-45.

Shareef M. A. , Archer N., Fong W., Rahman M. O., Mann I., (2013) "Online Buying Behavior and Perceived Trustworthiness", *British Journal of Applied Science & Technology*, 3 (4), 662-683, retrieved on November 1,2013 from website

http://www.sciencedomain.org/review-history.php?iid=226&id=5&aid=1314.

Shergil G. S., Chen Z., (2005), "Web-Based Shopping: Consumer's Attitude Towards Online Shopping In New Zealand", *Journal of Electronic Commerce Research*, 6(2), retrieved on November 12,2013 from website www.csulb.edu/journals/jecr/issues/20052/paper1.pdf .

Suresh A. M., Shashikala R. (2011), "Identifying Factors of Consumer Perceived Risk towards Online Shopping in India" 3rd International Conference on Information and Financial Engineering IPEDR vol.12 IACSIT Press, Singapore.

Weng M. L., Ding H. T., (2012), "E-shopping: An Analysis of the Uses and Gratifications Theory, *Modern Applied Science*, 6(5),*48-63,* Retrieved on November 10,2013 from website http://www.ccsenet.org/journal/index.php/mas/article/download/14956/11132.

Zuroni Md J., Goh H. L., (2012), "Factors Influencing Consumer's Attitude Towards E-Commerce Purchase Through Online Shopping, *International Journal of Humanities and Social Science* , retrieved on November 1, 2013 from website www.ijhssnet.com/journals/Vol_2_No_4_Special_Issue.../27.pdf .

Books:

Agarwal, S. C., Arora, S. (2011). e commerce ,RBSA Publisher, Jaipur.

Choudhay, C.M.,(2009). Research Methodology, RBSA,Jaipur

Gupta, S., Bansal, S.P., Verma O.P.,(2007). Marketing Research, Kalyani Publisher, Ludhiana.

Nair, S. S.(2011). Consumer Behaviour in Indian Perspective, Himalaya Publishing House, India.

Kenneth. L., Carol, G. T. (2011). E-Commerce :Business ,Technology ,Society, Pearson Education, Boston

Kothari, C. R. (2004). Research Methodology: Methods and Techniques, New Age International

Schiffman L., Kanuk, L. L., (2010), Consumer Behavior, Pearson Education,Boston

Webliography:

- www.flipkart.com
- www.shopclues.com
- www.myntra.com
- www.homeshop18.com
- www.yebhi.com
- www.snapdeal.com
- www.infibeam.com
- www.jabong.com
- www.wikipedia.com

Appendix-A

Questionnaire

Section 1-This section carries questions related to demographic factors of online shoppers & online buying behaviour.

City you are from:……..

1. Gender: M F 2.Age : …….years

3. Your education level:

[a] Intermediate [b] Bachelors
[c] Masters or Above [d] Doctorate of Philosophy

2. Your profession:
[a] Student [b] Service [c] Business

3. Your annual income:
[a] Nil [b] Less than 1 lakh
[c] In between1 lakhto 4 lakh[d] More then 5 lakh

4. Type of family you are from:
[a] Joint Family [b] Nuclear family [c] Extended Family

5. From where do you generally access internet?
[a] Work Place [b] University Campus
[c] Cyber Café [d] Home others

6. How often do you use internet in a week?
[a] Less than one hour [b] 1-2 hours
[c] 3-4 hours [d] More than 4 hours.

7. How would you describe your proficiency on the internet?
[a] Beginner [b] Intermediate [c] Advanced

8. Have you ever purchased anything through internet?
[a] Yes [b] No
If no specify why ?
- Internet illiteracy
- I don't know about online shopping

- Risk of credit card transactions
- Risk of identity theft
- Other reasons Please specify…….....

9. How often do you use internet for shopping?
   [a] Very often [b] Often
   [c] Sometimes [d] Rarely

12. How frequently do you buy products online?
   [a] Once a month [b] Once in six month
   [c] Once a year [d] Rarely

13. Rank the following advantages of online shopping in ascending order-

Advantages of online shopping	**Ranking in ascending order**
Wide variety of brand choice	
Getting latest product information	
Time-saving	
Money-saving or heavy discount	
24-hour accessibility	
Convenience	
Other	

14. In general, you prefer to do your shopping of: *(Select only one)*

	From a retail store	Over the phone	Over the internet
Groceries			
Fast food			
Cosmetics			
Electronic items			
Computers			
Mobiles			
Books & items stationary			
Clothes			
Accessories			
Jewellry			
Footwear			
Kitchenware			
Home furnishing products			
Furniture			
Baby diapers & wipes			
Toys			

Educational items & games			

15. Do you go to a retail store first before making your final purchase online?
    [a] Yes [b] No
16. Select an approximate amount you would spend on a single online purchase:
    [a] Less than 1000 [b] 1000-3000
    [c] 3000-5000 [d] 5000-10000
    More than 10,000

17. Select an approximate maximum amount you would spend per year on online purchase:
    [a] Less than 1000 [b] 5000-10000
    [c] 10000-20000 [d] More than 20000

Section 2-This section carries questions related to shopping motivation of online shoppers.

18. Please select your level of agreement to the following questions.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Utilitarian Shopping Motivation					
I can buy things whenever I want					
I can buy things from home or work place itself					
Online shopping is convenient for me					
I can access wide selection online					
I can access many brands online					
I can access many products online					
I can get information easily online					
Internet provides a lot of information.					
Information via internet is the newest.					
I can avoid embarrassment when I buy things online					
Online shopping makes me free from salesman					
Online shopping makes me free from social interaction					
I don't get embarrassed if I don't buy					
Online shopping can save money					
I can compare price easily via internet					
I spend less on the internet					
Hedonic Shopping Value					
Online shopping is an adventure					

I can exchange information with friends online					
I can extend personal relationship online					
I can keep up with the new fashion as well as with trends					
I enjoy looking for discounts online.					
For most of the time, I go online shopping when there are sales.					
My online shopping is influenced by family members ,friends & peers					
I can keep up with the new fashion as well as with trends					
I enjoy looking for discounts online.					
For most of the time, I go online shopping when there are sales.					
My online shopping is influenced by family members ,friends & peers					

19. How important are each of the following factors in stopping you from shopping on the internet.

• Convenience	• Adventure
• Choice (brand)	• Social
• Information Availability	• Fashion
• Lack of Society	• Personal Pleasure
• Cost Saving	• Discount offers

Section 3- This section carries question related to risk associated to online shopping.

20. Please select your level of agreement to the following questions.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Online shopping is risky					
Risk of financial losses is a barrier in opting for online shopping					
Risk of privacy leakage is a barrier in opting for online shopping					
Risk of Non delivery of product is a					

barrier in opting for online shopping					
Risk of not getting what I paid for is a barrier in opting for online shopping					
Risk of delivery of wrong product Fear of delivery of wrong product is a barrier in opting for online shopping					
Unawareness about return policy is a barrier in opting for online shopping					
Low level of trust on return policy is a barrier in opting for online shopping					

21. Rank the following in ascending order.

S. No.	**Factors**	**Ranks in ascending order**
1.	Fear of financial losses is a barrier in opting for online shopping	
2.	Risk of privacy leakage is a barrier in opting for online shopping	
3.	Fear of Non delivery of product is a barrier in opting for online shopping	
4.	Fear of not getting what I paid for is a barrier in opting for online shopping	
5.	Fear of delivery of wrong product is a barrier in opting for online shopping	
6.	Unawareness about return policy is a barrier in opting for online shopping	
7.	Low level of trust on return policy is a barrier in opting for online shopping	

Section 4- This section carries questions related to website design.

22. Do you find any role of website design in building positive Intention towards online shopping?
    [a] Yes [b] No

23. Kindly provide your level of agreement with the following in building positive Intention towards online shopping-

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Logical & Well organized presentation of Information on an online shopping website					

Completeness of information about products provided by an online shopping website					
Visual presentation of product an online shopping website					
Time consumed in display of image of merchandise an online shopping website					
Views of customers available on an online shopping website					
Ease of navigation for information search an online shopping website					
Time taken for navigation an online shopping website					
The overall attractiveness of a website (*i.e.*, colours, images, layout, *etc.*)					
Opportunity for creation of individual account with login Id & password					
Modes of payments offered by an online shopping website					
Personal information asked by an online shopping website					
The bills they display for purchased items by an online shopping website					
Avalibality of options to communicate & interact in case of a problem					

24. Rank the following online websites in ascending order.

Online shopping websites	**Ranking**
Flipkart	
Snapdeal	
Shopclues	
Myntra.com	
Homeshop18.com	
Yebhi.com	
Jabong.com	
Babyoye.com	
Futurebazar.com	
Infibeam.com	

25. Online shopping have reduced the frequency of traditional shopping .

[a] Strongly Agree [b] Agree

[c] Neutral [d] Disagree

[e] Strongly Disagree

26. Have you experienced any difficulty while conducting online purchase?

[a] Yes [b] No

If yes, what kind of -

1.Product related 2.Delivery related

3.Payment related, 4.Return policy related

5.Customer care related 6.Website design related

7.Others , Please specify……..

27. Kindly provide your valuable suggestions for betterment of online shopping system.

……..

Appendix-B

Top 20 countries with highest number of Internet users

Rank	Country	Internet Users (as of July 2013)	Percentage of World Internet Users	Total Country Population (July 2013)	Penetration (% of Pop. with Internet)
1	China	642,261,240	23.3%	1,385,566,537	46%
2	United States	267,748,920	9.7%	320,050,716	84%
3	India	195,248,950	7.1%	1,252,139,596	16%
4	Brazil	109,773,650	4.0%	200,361,925	55%
5	Japan	99,717,510	3.6%	127,143,577	78%
6	Russia	82,087,720	3.0%	142,833,689	57%
7	Germany	69,779,160	2.5%	82,726,626	84%
8	Nigeria	65,490,310	2.4%	173,615,345	38%
9	France	55,221,000	2.0%	64,291,280	86%
10	U.K.	54,620,950	2.0%	63,136,265	87%
11	Mexico	51,248,920	1.9%	122,332,399	42%
12	Indonesia	47,631,090	1.7%	249,865,631	19%
13	Philippines	44,200,540	1.6%	98,393,574	45%
14	Viet Nam	40,449,370	1.5%	91,679,733	44%
15	Egypt	39,699,780	1.4%	82,056,378	48%
16	Italy	35,840,020	1.3%	60,990,277	59%
17	Spain	35,705,960	1.3%	46,926,963	76%
18	Turkey	35,158,210	1.3%	74,932,641	47%

19	Canada	31,661,870	1.1%	35,181,704	90%
20	Colombia	28,475,560	1.0%	48,321,405	59%
	TOTAL	2,032,020,730	73.7%	4,722,546,261	43%

Source: *Internet Live Stats* (elaboration of data by *International Telecommunication Union (ITU)* and *United Nations Population Division)*